## WHAT IS CLAIMED IS:

1. A process for determining the cutting positions of web strands, which strands are brought together into a strand to be bound, in a rotary printing press and which strands are cross-cut, the process comprsing the steps of:

recording a measured value for the cutting position of the web strands in the strand to be bound including recording one individual strand measured value for the cutting positions of the web strands being before bringing together for each of the said web strands; and

using the recorded measured value to determine the cutting positions of the web strands including determining cutting positions of the web strands from the individual strand measured values and the common measured value determined for the web strand of the strand to be bound in the strand to be bound.

- 2. A process in accordance with claim 1, wherein said strand to be bound and another strand to be bound are brought together and the cutting position of said another strand to be bound is also determined by using the recorded measured value to determine the cutting positions of the web strands including determining cutting positions of the web strands from the individual strand measured values and the common measured value determined for the web strand of said another strand to be bound in the another strand to be bound.
  - 3. A process in accordance with claim 1, wherein said strand to be bound and an

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individual web strand are brought together and the cutting position of the individual web strand is also determined by using the recorded measured value to determine the cutting positions of the web strands including determining cutting positions of the web strands from the individual strand measured values and the common measured value determined for the individual web strand.

- 4. A process in accordance with claim 1, wherein the common measured value recorded in the strand to be bound is used for the synchronous control of a register control unit for the web strands.
- 5. A process in accordance with claim 1, wherein values for the cutting positions are set by hand at the time of the start-up of the rotary printing press and measured values for the cutting positions are stored as reference values.
- 6. A device for determining cutting positions of web strands, which are brought together into a strand to be bound, in a rotary printing press and are cross-cut, the device comprising:

at least one sensor for the strand to be bound wherein a measured value for the cutting positions of the web strands in said strand to be bound is recorded; and

web strand sensors for individually recording individual strand measured values for the cutting positions of the web strands before the web strands are brought together.

A device in accordance with claim 6, wherein a common measured value for the cutting positions of the web strands in the strand to be bound is recorded in the strand to be bound by said sensor for the strand to be bound on a said single web strand of the strand to be bound.

- 8. A device in accordance with claim 6, wherein said web strand sensors and said sensor for the strand to be bound are an optical scanner for detecting a printed pattern.
- 9. A device in accordance with claims 6, wherein said web strand sensors and said sensor for the strand to be bound detect optical print marks, which are always printed along in a same area on the pages of different printed products.
- 10. A device in accordance with claim 6, further comprising: a control device, wherein a common measured value for cutting positions of the web strands in the strand to be bound and the individual strand measured values for the cutting positions of the web strands are sent to said control device and said control device forms adjusting signals individually for web strands from the common measured value and the individual strand measured values.
- 11. A device in accordance with claim 10, further comprising controllers for said individual web strands, wherein said control device forms a correction signal from the common measured value for the cutting positions of the web strands in the strand to be bound, and said

correction signal is sent to said controllers for said individual web strands as a common set point component.

12 A device in accordance with claim 11, wherein the individual strand measured values for the cutting positions of said web strands are sent to said controllers for said individual web strands as controlled variables.

13. A device in accordance with claim 6, further comprising:

a control device which forms an adjusting signal for said strand to be bound; and

a control device which forms individual adjusting signals for said web strands, wherein the common measured value for the cutting positions of the web strands in the strand to be bound is sent to said control device which forms an adjusting signal for the strand to be bound, and the individual strand measured values for the cutting positions of the web strands are sent to said control device which forms individual adjusting signals for the web strands.